Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (currently amended): A computer-implemented method of controlling content, the method comprising:

receiving input from a user;

monitoring content in a processing environment to be accessed by the user;

determining whether monitored content includes a predetermined advertisement; and

if the monitored content includes the predetermined advertisement, replacing the predetermined advertisement with another predetermined advertisement based on the user input,

whereby the predetermined advertisement that is included in the monitored content is removed from the monitored content and replaced.

2 (original): The method of claim 1, wherein receiving input from the user comprises receiving information about content that the user wishes to control.

3 (original): The method of claim 2, further comprising generating the other predetermined advertisement based on the received user information.

4 (original): The method of claim 1, wherein monitoring content comprises monitoring content in a database manager, a spreadsheet, a communications package, a graphics program, a word processor, or a network browser.

5 (original): The method of claim 1, wherein receiving input from the user comprises receiving information from an organization designated by the user.

6 (original): The method of claim 5, further comprising generating the other predetermined advertisement based on received organization information.

7 (original): The method of claim 1, wherein monitoring content comprises monitoring text, video, audio, image, animation, or document link in the application program.

8 (original): The method of claim 1, wherein monitoring content comprises monitoring information related to the originator of content.

9 (original): The method of claim 1, wherein monitoring content comprises monitoring content exchanged between a network browser and a network server.

10 (original): The method of claim 1, further comprising activating rules including generating rules using the received user input and updating rules using the received user input and the generated rules.

11 (previously presented): The method of claim 10, wherein determining whether monitored content includes a predetermined advertisement comprises:

extracting an identifier from the content; and

using the rules comparing the extracted identifier with a predetermined set of identifiers that correspond to a predetermined set of advertisements.

12 (original): The method of claim 11, wherein if the extracted identifier matches one of the predetermined sets of identifiers, replacing the corresponding predetermined advertisement with the other predetermined advertisement.

13 (canceled)

14 (original): The method of claim 1, wherein replacing the predetermined advertisement with another predetermined advertisement comprises replacing the predetermined advertisement with text, video, audio, image, animation, or a link to a document.

15 (original): The method of claim 1, wherein replacing the predetermined advertisement with another predetermined advertisement comprises accessing the other predetermined advertisement from a user's computer or from a network server.

16 (original): The method of claim 1, wherein monitoring occurs at the user's computer system.

17 (original): The method of claim 1, wherein monitoring occurs at a network server separate from the user's computer.

18 (currently amended): Software in a computer-readable medium comprising instructions for causing a computer system to perform the following operations:

receive input from a user of a computer system;

monitor content in a processing environment to be accessed by the user;

determine whether monitored content includes a predetermined advertisement; and

if the monitored content includes the predetermined advertisement, replace the predetermined advertisement with another predetermined advertisement based on the user's input,

whereby the predetermined advertisement that is included in the monitored content is removed from the monitored content and replaced.

19 (currently amended): A computer system for controlling content, the system comprising:

a client computer programmed to receive input from a user and to operate an application program in a processing environment; and

a second computer interconnected with the client computer by an internetwork and programmed to:

observe content in the processing environment to be accessed by the user,

determine whether observed content includes a predetermined advertisement, and

if the observed content includes the predetermined advertisement, replace the predetermined advertisement with a predetermined identifier that corresponds to another predetermined advertisement based on the user input,

whereby the predetermined advertisement that is included in the observed content is removed from the observed content and replaced.

20 (original): The computer system of claim 19, further comprising a second set of instructions for programming the second computer to:

receive the predetermined identifier; and

replace the predetermined identifier with the corresponding other predetermined advertisement.

21 (currently amended): A computer-implemented method of controlling content in a processing environment to be accessed by a user, the method comprising:

receiving an input from the user;

observing content in the processing environment to be accessed by the user;

determining whether observed content includes predetermined advertisement content that would direct the user to a predetermined advertisement; and

if the observed content includes predetermined advertisement content that would direct the user to the predetermined advertisement, replacing the observed content with other content that directs the user to another predetermined advertisement based on the user input,

whereby the predetermined advertisement content that is included in the observed content is removed and replaced.

22 (currently amended): Software in a computer-readable medium comprising instructions for causing a computer system to perform the following operations:

receive input from a user of a computer system;

monitor content in a processing environment to be accessed by the user;

determine whether monitored content includes predetermined advertisement content that would direct the user to a predetermined advertisement; and

if the monitored content includes predetermined advertisement content that would direct the user to the predetermined advertisement, replace the monitored content with other content based on the user's input,

whereby the predetermined advertisement content that is included in the monitored content is removed and replaced.

23 (currently amended): A computer system for controlling content, the system comprising:

a client computer programmed to receive input from a user and to operate an application program;

a second computer interconnected with the client computer by an internetwork and programmed to:

observe content in a processing environment to be accessed by the user,

determine whether observed content includes predetermined advertisement content that would direct the user to a predetermined advertisement, and

if the observed content includes predetermined advertisement content that would direct the user to the predetermined advertisement, replace the observed content with other content based on the user input,

whereby the predetermined advertisement content that is included in the observed content is removed and replaced.

24-34: (cancelled).

35 (currently amended): A method of controlling content in a processing environment in which the content may be accessed, the method comprising:

receiving input from a user;

monitoring content in the processing environment to be accessed by the user;

determining whether monitored content includes a predetermined advertisement;

if the monitored content includes the predetermined advertisement, selecting a selected advertisement, based on the user input, for incorporation into the content; and

causing the content to be accessed by the user with the selected advertisement incorporated therein,

wherein the predetermined advertisement that is included in the monitored content is removed and replaced whenever the selected advertisement differs from the predetermined advertisement.

36 (previously presented): The method of claim 35 wherein the predetermined advertisement is one of a plurality of advertisements from which the selected advertisement is selected.

37 (previously presented): The method of claim 35 wherein the content to be accessed by the user is content to be viewed by the user.

38 (previously presented): The method of claim 35 wherein the content to be accessed by the user comprises text.

39 (previously presented): The method of claim 35 wherein the content to be accessed by the user comprises video.

40 (previously presented): The method of claim 35 wherein the content to be accessed by the user comprises sounds.

41 (previously presented): The method of claim 35 wherein the content to be accessed by the user comprises images.

42 (previously presented): The method of claim 35 wherein the content to be accessed by the user comprises movies.

43 (currently amended): The method of claim 35 wherein the processing environment through which the content is accessed by the user comprises a television ~~tuner~~ for receiving television signals that carry the content.

44 (previously presented): The method of claim 35 wherein the processing environment is a computer application program or a communication channel between an operating system residing at a user's computer system and the computer application program.

45 (previously presented): The method of claim 35 wherein monitoring content comprises monitoring information related to the originator of content.

46 (previously presented): The method of claim 35, wherein the step of receiving input from a user comprises receiving directly from the user information about content that the user wishes to control.

47 (previously presented): The method of claim 35, wherein the step of receiving input from a user comprises observing information relating to the user and generating content preferences based on these observations.

48 (currently amended): Software in a readable medium comprising instructions for causing a processor to perform the following operations in a processing environment in which content may be accessed:

receive input from a user;

monitor content in the processing environment to be accessed by the user;

determine whether monitored content includes a predetermined advertisement;

if the monitored content includes the predetermined advertisement, select a selected advertisement, based on the user input, for incorporation into the content; and

cause the content to be accessed by the user with the selected advertisement incorporated therein,

wherein the predetermined advertisement that is included in the monitored content is removed and replaced whenever the selected advertisement differs from the predetermined advertisement.

49 (currently amended): A method of controlling content in a processing environment in which the content may be accessed, the method comprising:

receiving input from the user;

monitor content in the processing environment to be accessed by the user;

determining whether monitored content includes predetermined advertisement content that would direct the user to a predetermined advertisement; and

if the monitored content includes predetermined advertisement content that would direct the user to the predetermined advertisement, selecting selected content, based on the user input, and causing the user to be directed to the selected content,

wherein the predetermined advertisement content that is included in the monitored content is removed and replaced whenever the selected content differs from the predetermined advertisement.

50 (previously presented): The method of claim 49 wherein the predetermined advertisement is one of a plurality of items of content from which the selected content is selected.

51 (currently amended): Software in a readable medium comprising instructions for causing a processor to perform the following operations in a processing environment in which content may be accessed:

receive input from a user;

monitor content in the processing environment to be accessed by the user;

determine whether monitored content includes predetermined advertisement content that would direct the user to a predetermined advertisement; and

if the monitored content includes predetermined advertisement content that would direct the user to the predetermined advertisement, selecting selected content, based on the user input, and causing the user to be directed to the selected content,

wherein the predetermined advertisement content that is included in the monitored content is removed and replaced whenever the selected content differs from the predetermined advertisement.